



## EconoMag

The Show that demystifies Economics

Sport Industry – part 5

### Richest players ©

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Sports bring large amounts of money through television rights and, like we saw yesterday sponsorships. Today we will have a look at the players who earn the most money through sports and sponsorships, and more interestingly how they choose to spend their money! Let's start with football.

Cristiano Ronaldo, the Real Madrid superstar, has a net worth of 148 million euros. This money comes from his contract with the club, which ties him to the club until at least 2018, and pays him 17 million euros a year. He also signed an endorsement deal worth 6 million euros with Nike in 2010. Other sponsors include Armani, Herbalife, and perhaps oddly KFC. All that money has allowed him to purchase an 8,600 square feet home in Madrid and another mansion back in Britain. He also has several luxury cars such as Ferraris and Lamborghinis. He is currently the highest paid footballer.

Compared to other athletes, Ronaldo is only the third best paid, with boxer Floyd Mayweather taking home over 300 million dollars per year, and his fellow boxer Manny Pacquiao cashing in 160 million dollars. These two boxers are of course infamous for having met on May 2<sup>nd</sup> 2015 in Las Vegas in what was dubbed the 'fight of the century'. The televised fight generated between an estimated 300 and 400 million dollars in revenue, surpassing the Super Bowl! The fight broke the PPV or "pay per view" record, which is a single payment in order to be able to view one match. Over 4,4 million views were sold, generating 410 million dollars in total revenue. For the fight both boxers were paid at least 120 million US dollars each. In total Floyd Mayweather earned around 300 million dollars in 2015.

However, these numbers tell us only how much athletes earn in a year. Overall it's Tiger Woods who has earned the most money in his career. It is hard to tally the numbers exactly as to how much he has earned, but according to Golf Digest, Tiger Woods passed the one billion dollar mark in earnings back in 2010, making him the only sportsman to do so. He is not only famous for his money and his golfing skills but also for his sex scandals. At only 39 years old his career seems to be at a stop.

The second on the list is Michael Schumacher, with an estimated 824 million dollars in earnings. After him come other sports superstars such as Roger Federer, Michael Jordan and David Beckham whose earnings come mainly from adverts and publicity.

To end this week's topic we can conclude that sport is one of the biggest markets in the world. It reaches out to all social classes in all countries in the world. Sport permits people to gather around the same passion, and overcome their many differences. There are many sports that aid in the struggle against racism, as was exemplified by the famous football advertisement that shows different players coming from different places in the world, all denouncing racism. The virtues of sport are positive and are an important image to be associated with too. The problem is that marketing is starting to trespass on the actual sports terrain, and nowadays the term 'sportainment' is used more and more to illustrate this.